

Message Text

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ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 /018 W

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R 241005Z APR 75

FM AMEMBASSY SINGAPORE

TO SECSTATE WASHDC 2402

UNCLAS SINGAPORE 1690

E.O. 11652: N/A

TAGS: BEXP, SN

SUBJ: FY '75 CCP, SECOND PROGRESS REPORT

REF: A. STATE 085175; B. SINGAPORE 1531

1. EAG MET APRIL 22 WITH MR. TOM MOORE OF USDOC/OIM AND NOTED THAT CCP CAMPAIGNS AND OTHER ACTIVITIES GENERALLY PROCEEDING SUCCESSFULLY. EXCEPTIONS AND COMMENTS ARE NOTED AS FOLLOWS: QUANTITATIVE GOALS WERE TO SOME EXTENT GUESTIMATES DUE TO THE FACT THAT THIS WAS THE FIRST YEAR FOR A CCP AND, AS NOTED IN THE MANAGEMENT TOOL ITSELF, WERE TO BE SUBJECT TO READJUSTMENT SUBJECT TO EXPERIENCE. SALES WERE HIGHER THAN ESTIMATED WHILE WTDRS (REACTIVE TO USDOC REQUESTS) AND TOS WERE LESS THAN ESTIMATED. TOS ARE RUNNING BELOW NUMBER REQUIRED TO OBTAIN ANNUAL GOAL OF 150. THIS IS DUE TO GENERAL SLOWDOWN IN BUSINESS ACTIVITY, AND HAS ENABLED EMBASSY TO DEVOTE MORE FSL TIME TO UNURHEDULED DESK MARKET STUDIES (E.G. LAB INSTRUMENTS, HOTEL AND RESTAURANT SUPPLIES, POLLUTION CONTROL EQUIPMENT).

2. IN JANUARY, THE EMBASSY OFFICIALLY OPENED A NEW AND REORGANIZED COMMERCIAL SERVICES UNIT INCORPORATING COMMERCIAL LIBRARY FACILITIES OPERATED CONTIGUOUS TO AND WITH THE COOPERATION OF USIS RESOURCE CENTER LIBRARY. USIS HAS COOPERATED AND SUPPORTED THE NEW FACILITY WITH EXPERIENCED REFERENCE LIBRARIAN SERVICES, VIDEOTAPE RECORDINGS, MICROFISCHE AND MICROFILM EQUIPMENT, AND A TIE-IN OF MEDIA/INFORMATION DISSEMINATION EXPERTISE. USIS AND ECON PLAN TO DIRECTLY PROMOTE GROWING LIBRARY OF VTRS TO TARGETED CUSTOMERS IN NEAR FUTURE.

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3. LOCALLY-PROCURED PROCESS INDUSTRY TRADE CENTER EXHIBITION (APPENDIX B) TO HAVE BEEN HELD AT TC IN FEBRUARY, WAS CANCELLED BECAUSE THEME CONFLICTED WITH UPCOMING WASHINGTON-PROCURED POLLUTION AND RELATED PROCESS CONTROL SHOW.

4. ALTHOUGH TRADE CENTER EVENTS AS A WHOLE HAVE CONTRIBUTED TO INCREMENTAL EXPORTS WELL BEYOND NUMERICAL GOALS OF CCP, TWO FY 75 JEEPS TO DATE HAVE PROVEN TO BE POOR PROMOTIONAL VEHICLES FOR SINGAPORE MARKET. DURING EAG MEETING WITH TOM MOORE ON 4/22, EAG STRESSED ITS HOPE THAT FUTURE USRTC EVENTS HERE BE FULL SHOWS RATHER THAN JEEPS, AND THAT THEMES HIGHER UP ON EMBASSY PRIORITY LIST BE PROGRAMMED FOR SINGAPORE IN FUTURE. CRONK

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